Infopack for R&D&I Projects for Collaboration with Student Program Consortia

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ATTRACT Academy

ATTRACT Academy (Academy, for short) is an integral part of the ATTRACT phase 2, under which student teams develop concepts and prototypes to explore and expand on the societal impact potential of the technologies you are developing. These student projects are run in various universities utilising Passion Based Learning courses, Design Thinking methodologies, interdisciplinary student teams, and supported by various world class innovation platforms. The Academy courses are run in two main rounds for Academic years 2022-2023 and 2023-2024. Note that the ATTRACT Academy Students are separate from any MSc or PhD students that you are working with as a part of your R&D&I project.

Through the Academy, you gain exploratory work and a broader perspective in the potential societal impact of your technology. The exploration conducted by the students can feed new ideas and directions for potential opportunities for you. The students produce prototypes, concepts, or design services which demonstrate their ideas. This work can be utilised by you to demonstrate the importance of the new technologies and function as an important example for future funding applications.

The outcomes of the student projects depend upon the Modality of the Student Program that they are being done in. The Modality A includes courses with a lesser workload, a shorter duration, and a smaller budget, while Modality B is more extensive in those aspects. In Modality A the core deliverable is a tangible product solution or prototype with an accompanying report about the work done by the team. In Modality B the core deliverable is a full Proof-of-Concept Prototype (PoC) or demonstration of the product solution, accompanied by an extensive documentation on the work conducted by the team. In both Modalities the students also produce pictures, posters and short videos to support communication about the project. You can see the ATTRACT phase 1 Project Showroom for examples of previous projects.

Structure of ATTRACT Academy

ATTRACT Academy is a part of the ATTRACT phase 2, under which 10 Student Program Proposals were funded in a parallel open call like the R&D&I projects. Each Student Program is run by a consortium of 2-4 universities/institutions which each utilise one or more of their courses to run the required activities. One university in each consortium is the Student Program Coordinator and is the main contact for Student Program.
Furthermore, to ensure knowhow transfer from ATTRACT phase 1, each Student Program is run in liaison with one of the three institutions (and their respective innovation platforms), which were part of ATTRACT phase 1 ‘Young Innovators and Entrepreneurs Pilot’: Aalto University / Aalto Design Factory, ESADE / Fusion Point, or CERN / IdeaSquare.

*Figure 1 Structure of ATTRACT Academy*
Each Student Program delivers a minimum of 10 Student Projects over the course of ATTRACT phase 2. Each Student Project is run by an interdisciplinary team of students, with the pedagogical support from the courses, while working on a design brief based on a Technology Project. The Academy provides the students a budget to cover prototyping and travel expenses for the students under ATTRACT Academy.

The courses are run according to the regular course schedules of the universities in two rounds: Round 1 during academic year 2022-2023 and Round 2 during academic year 2023-2024. Once you are connected with course staff of a specific course, please confirm with them the key dates of the course.

Collaboration with ATTRACT Academy

As it was mentioned in the Guide for Applicants, ‘The ATTRACT Consortium will facilitate Design Thinking projects with interdisciplinary teams of MSc level students with the goal of generating ideas for social innovation inspired by the technologies developed in the funded projects. As well, the ATTRACT Consortium will facilitate the implementation of a socioeconomic study of the ATTRACT initiative.

Groups of participants in both modalities are required to nominate a knowledgeable person responsible for liaising with the student teams and their tutors in the event of selection for funding as well as for the scholars undertaking the socioeconomic study.’

Aalto University functions as the ATTRACT Academy Facilitator (Facilitator, for short), and initiates the connections between you and the Student Program Coordinators, and collects the required materials. You can contact the Facilitator at attract-academy@aalto.fi.

The Academy student teams will be mentored by the teaching staff of different Student Program consortia, and your active involvement is crucial in:

1) ensuring that the outcomes are well connected to the research you are doing

2) providing the student teams a sufficient real-world connection to be able to generate societally impactful concepts, and

3) ensuring meaningful knowledge transfer back to you
All the activities under Academy follow the Open Science to Open Innovation principle, meaning that any information provided to the students and any results generated by their projects are shared publicly. Please make sure that your project only shares materials and information with the students that you would be willing to share publicly. All the deliverables that the student teams generate are public and no NDAs shall be done with the teams, or the universities.

The costs of the ATTRACT Academy student projects, the work done by the universities supervising them, and the coordination of the Academy are all funded separately through ATTRACT and thus no monetary cost is incurred your R&D&I project for the design thinking student projects.

Your Role as R&D&I Project Contact Person for ATTRACT Academy

Your role as active participants in ATTRACT Academy is critical for the success for both the students’ learning experiences as well as for the outcomes of your projects. To ensure fluent collaboration, you need to name an individual as your Technology Project Contact Person for ATTRACT Academy (Contact Person, for short). This person is responsible for the following:

- Communication between your project consortium and the ATTRACT Academy Facilitator
- Communication between your project consortium and the assigned university/course staff
- Communication between your project consortium and the Academy student teams
- Facilitating contact between the Academy student teams and other experts and stakeholders within your consortium

The main requirements for the Contact Person are that they have an open and welcoming attitude towards the student teams, have the capability to communicate the technology and the activities of the consortium in layman's terms, and have sufficient time resources to collaborate with the Academy student teams.
Key Contact Points with ATTRACT Academy

Within the ATTRACT Academy, you will have different interactions with different stakeholders of the Academy, such as the Facilitator, the Student Program Coordinators and teaching staff, and Academy Students.

All official communication with the Facilitator will be done over email or in meetings. For smoother communication, please do keep the Facilitator (attract-academy@aalto.fi) in CC of your communication with the universities.

The Facilitator will also be sending you forms for collecting information about the technology you are developing and feedback on your collaboration at the end of each round of collaboration.

At the end of each round there will be an event for the students to showcase their work done with you (Academy Gala) and Trainer’s Workshops for sharing best practices between different Student Programs. Your input in these events is extremely valuable and your involvement will be discussed closer to the event. In case the interaction with any of the stakeholders of the ATTRACT Academy requires you or someone from your project consortium to travel, the travelling budget of your R&D&I project is the one to be used for covering your travelling expense.

Below are the dates for some of the events that require the involvement of you or the Student Program Contact Person from your consortium. Please note that the dates and formats for the events are tentative and will be confirmed closer to the event.

**With ATTRACT Academy Facilitator:**

- Info session as a part of ATTRACT Kick-off event
  - Primary session to get information about the Academy from the perspective of a Technology Project
  - 31st May 2022, Virtual

- Trainer’s Workshop
  - 1st / 2nd June 2022, Hybrid, Barcelona and Online
  - 15th – 16th June 2023
• ATTRACT Academy Gala
  ○ 15th – 16th June 2023
  ○ 12th – 14th June 2024

With course staff (minimum, more might be requested by course staff):

• Pre-course call with course staff
  ○ Purpose of the call is to form the student project briefs and agree on forms of collaboration
  ○ Few months to few weeks prior to the launch of the specific course

• Grading
  ○ Courses might ask Technology Project to give the students a grade for their work

With student teams (examples, exact procedure to be agreed with course staff):

• Information session
  ○ Meet the student teams, share information on technology and brief, share information on previous Academy Student Projects, agree on forms of collaboration and channels of communication with the student team
  ○ Note that all of the courses run under an open innovation principle, meaning that everything shared with the students will be considered public information. Only share information and materials with the students that you are comfortable sharing publicly.

• Update calls with student team
  ○ Frequency depends on Modality of the Student Program and course structure
    ■ Regular occurrence (up to weekly) with the student teams from Modality B programs
One off or few times in total with student teams from Modality A programs

- Chance for students to share progress and get feedback on their progress and direction
- Chance to discuss what kind of contact with other parts of the consortium and external stakeholders the students might benefit from interacting with

Hand-over

- Call, meeting, workshop, etc.
- Agreed upon way of ensuring final knowledge transfer between the student team and the Technology Project Consortium
- Participation, if required, in any end of course presentations and events

Figure 2 Key contact points in ATTRACT Academy

Hope that this document clarifies the main tasks and interactions that you will pursue with ATTRACT Academy. In case of any further questions, please do not hesitate to contact the Facilitator at attract-academy@aalto.fi
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